



FDA ADVISORY
No. 2022-1722

04 OCT 2022

TO: ALL HEALTHCARE PROFESSIONALS AND THE GENERAL PUBLIC

SUBJECT: Public Health Warning Against the Purchase and Consumption of the following Unregistered Food Products and Food Supplements:

1. AJ'S Pure Baking Powder
2. OBVI.® Kid's Complete Protein Marshmallow Cereal Dietary Supplement
3. OBVI.® Kid's Complete Protein Cocoa Cereal Dietary Supplement
4. OBVI.® Kid's Complete Protein Cookie Cereal Dietary Supplement
5. OBVI.® Super Collagen Protein Hydrolyzed Grass-Fed Bovine Multi-Collagen Peptides Fruity Cereal Dietary Supplement

The Food and Drug Administration (FDA) warns all healthcare professionals and the general public **NOT TO PURCHASE AND CONSUME** the following unregistered food products and food supplements:



Figure 1. Unregistered AJ'S Pure Baking Powder





Figure 2. Unregistered OBVI.® Kid's Complete Protein Marshmallow Cereal Dietary Supplement



Figure 3. Unregistered OBVI.® Kid's Complete Protein Cocoa Cereal Dietary Supplement



Figure 4. Unregistered OBVI.® Kid's Complete Protein Cookie Cereal Dietary Supplement



Figure 5. Unregistered OBVI.® Super Collagen Protein Hydrolyzed Grass-Fed Bovine Multi-Collagen Peptides Fruity Cereal Dietary Supplement

The FDA, verified through online monitoring or post-marketing surveillance that the abovementioned food products and food supplements are not registered and no corresponding Certificates of Product Registration (CPR) have been issued. Pursuant to the Republic Act No. 9711, otherwise known as the "Food and Drug Administration Act of 2009", the manufacture, importation, exportation, sale, offering for sale, distribution, transfer, non-consumer use, promotion, advertising or sponsorship of health products without the proper authorization is prohibited.

Since these unregistered food products and food supplements have not gone through evaluation process of the FDA, the agency cannot assure its quality and safety.

All concerned establishments are warned not to distribute, advertise, or sell the said violative food products and food supplements until CPR are issued, otherwise, regulatory actions and sanctions shall be strictly pursued. Always check if a product is registered with the FDA by using the **FDA Verification Portal feature** accessible at <https://verification.fda.gov.ph>. You may also look for the FDA Registration number on the product label, if available or simply type the name of the product.

All Law Enforcement Agencies (LEAs) and Local Government Unit (LGUs) are requested to ensure that these products are not sold or made available in the market or areas of jurisdiction.

The Bureau of Customs is urged to restrain the entry of the unregistered imported products.

For more information and inquiries about this advisory, kindly contact the FDA Center for Food Regulation Office and Research through email cfrr@fda.gov.ph indicating on the subject, the concerned Advisory, or call **(02)8857-1900** local **8105** and **8112**.

To report any sale or distribution of unregistered food product/food supplement, kindly email us at ereport@fda.gov.ph.

Dissemination of this advisory to all concerned is hereby requested.


DR. SAMUEL A. ZACATE
Director General



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